

METHOD AND APPARATUS FOR IMPROVED DELIVERY OF CONTENT IN A  
COMMUNICATIONS NETWORK

ABSTRACT OF THE DISCLOSURE

- 5           A method, apparatus and article of manufacture for improved delivery of content  
to a requesting computer connected to a communications network by a communications  
device by sending, from the requesting computer, a request for content and a plurality of  
content preferences. A content stream representing the content is then received on a  
communications device. Components within the content stream are grouped and  
10 reordered based upon at least one of the plurality of content preferences. The reordered  
content stream is then received on the requesting computer. The content stream may  
contain data formatted using languages such as HTML or XML. Grouping and  
reordering of the components can be used to compress the content stream and/or filter  
components from the content stream. Compression and filtering are especially useful in  
15 low bandwidth situations, for example analog or wireless modem connections.